

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



**Reserve**

1.914  
A 2T 34

CAMPAIGNS REPORT NO. 14

July 16, 1943

## **PRODUCTION GOALS CAMPAIGNS**

Subject	Assigned	Status
<u>RADIO</u>		
Farm Flasher:		
Small Farmers' Trench Sile	Fox, FSA	In clearance
Chick-Raising Farm Boys	" "	"
New Call for Beeswax	Reynolds, OI	"
Beeswax Salvage	"	"
Beeswax Salvage Progress	"	"
Need for Sweetpotato Storage	"	"
Storing Sweetpotatoes	"	"
Remodeling Sweetpotato Storage	"	"
Harvesting Peanuts	"	"
Wartime Poultry Rations	"	"
Care in Picking Cotton	"	"
Care in Handling Cotton	"	"
Care in Ginning Cotton	"	"
Saving in Stock Health	Holchon, FDA	"
Big acreage in Field Crops	"	"
Tooth in Tobacco Act	Burch, ARA	Cleared
Six-Month Egg Record	Herndon, OI	"
PA and INS	Molchon, FDA	"
	Herndon, OI	"
One Meter for Seven Jobs	Hartogensis, RRA	Cleared
Farm Family in War	Spence, ARA	"
Farm for Freedom	Fox, FSA	"
Liberty Boys of '43	Herndon	"
<u>Network Broadcasts (other than regular Farm &amp; Home)</u>		
Special Saturday Farm and Home Broadcast, Blue, July 17 -- "Quality Cream Program")		
O. S. Reed, Dairy Industry	Reed	Done
Paul Porter, WPA	Salisbury	In preparation
T. E. Stitts, FDA	Molchon	In preparation
<u>FEATURES</u>		
Illustrated article on food waste for WNU.	Mrs. Beckman	Mailed
Material and 28 photographs on food production, etc., for John Deere Company booklet.	Mrs. Beckman	Mailed
Illustrated article on "Food Begins With the Farmer" for WNU.	Mrs. Beckman	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Illustrated article on "fighting farmers" for TRAILWAYS Magazine.	Mrs. Beckman	In preparation
<u>OVERALL FOOD CAMPAIGN</u>		
Detailed timetable being prepared.		
<u>FARM SUPPLIES AND TRANSPORTATION CAMPAIGN</u>		
Gasoline rations for deliveries to consumers	Lewis	Ready for Distribution
Background piece on conservation of agricultural bags	Lewis	"
Background piece on program to supply "hard-to-get" items	WPB	Distributed
National press release, local release and background piece on copper wire distribution program	Lewis	Ready for Distribution
Temporary distribution program on farm machinery	Lewis	In clearance
<u>Fact sheets:</u>		
Use of gasoline rations for vacation travel	OPA	Completed
Endorsement of gasoline coupons	OPA	Being written
Preference on gasoline for non-highway farm uses extended to all states	PAN	Completed
Explanation of farmer's status in obtaining gasoline for non-highway farm use outside shortage area	PAN	Completed

Subject	Assigned	Status
<u>RATIONING AND PRICE CAMPAIGN</u>		
(See Campaigns Report No. 13 for pending materials. New materials listed below.)		
<u>RADIO</u>		
"Slaughtering Livestock for Sale of Meat" - second in series of skeleton scripts to be prepared as field information aids. (Slaughter permit rules.)	Millson FDA	In clearance
"Ration Rules for Farm Meat Sales" - third in series of skeleton scripts to be prepared as field information aids.	Millson FDA	In clearance
Radio Round-Up on Food "A Reminder About Rationing"	Cohan	Sent to field
<u>PUBLICATIONS</u>		
Fact Sheets		
No. 19 - Price Stabilisation for Meals on Trains 20 - Stove Rationing Program 21 - Use of A Gasoline Rations for Vacation Travel 22 - Shoe Rationing 23 - Store Groups I, II, III, and IV 24 - What to do When the Selling Price is Higher than the Ceiling Price	OPA	Completed.
Information handbook on stove rationing program.	OPA	In production
Farmer Instruction Leaflet - "What Every Farmer Needs to Know about Rationing" - First draft and layout completed....to be worked over at USDA.	OPA	In clearance
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
Dope on food waste and on soya flour to HOUSE AND GARDEN.	Nichols	Completed
Allocations figures with emphasis on enough for good health to LADIES HOME JOURNAL	Nichols	Completed
Figures on women workers eating less well than men for lunch box piece for GOOD HOUSEKEEPING	Nichols	Completed
Column on food pointers, written from supply, nutrition and waste angles for war bulletin of August WOMAN'S DAY.	Van Horn	Completed
Material on measures to assure an adequate baby food supply to THIS WEEK for August piece	Nichols	Completed

Subject	Assigned	Status
Similar material on baby food for McCALL'S September Washington letter. Also plug for sweetpotatoes	Nichols	Completed
Disney posters to promote better eating among workers to New York Times and three picture services	Smith	Finished
Prints of posters also to MILL AND FACTORY and Tips for industrial plant managers	Perry	Finished
Nutrition notes for various OWI services	Fairfield	Finished
<u>Farm and Home Hour:</u>		
"Summer Care of Food"	Van Dusen	July 12
<u>Homemakers' Chats:</u>		
Hot Weather Food Q & A	Wharton, OI	In clearance
Potatoes -- Feast or Famine	Martin, FDA	Cleared
Hot weather Food Q & A	Wharton, OI	Cleared
Starving Garbage Pail	Fox, FSA	Cleared
<u>PA and INS:</u>		
New Potato Problem	Cohan, FDA	Cleared
Food for War Vigor	Herndon, OI	Cleared
<u>Network Broadcasts:</u>		
July 24, CBS Servel, Inc. "Fashions in Rations" "In Plant Feeding of Industrial Workers" by Dr. Goodhart, FDA	Molohon	In preparation
<u>FARM LABOR CAMPAIGN</u>		
<u>PRESS</u>		
Release on results of U. S. Crop Corps Recruitment Campaign	Hancock	In clearance
<u>RADIO</u>		
<u>Farm Flashes:</u>		
Training Victory Volunteers	Reynolds, OI	In clearance
Insurance for Summer Help	"	"
Victory Farm Volunteers	"	"
Reorganization for Labor Saving	"	"
<u>PA and INS:</u>		
Food through Machine Sharing	Fox, FSA	"

Subject	Assigned	Status
Volunteers for Crop Rescue This is Official - question and answer program. One Q & A.	Henderson, OF Hancock	In preparation Completed
Farm & Home Hour, July 18, WLA workers in Maryland Camp	Bailey & Hancock	In clearance
WLA broadcast from Boston, July 25	Bailey	"
National Network, WLA in Iowa	Bailey	In preparation

#### FOOD INFORMATION SERIES, LEAFLETS, ETC.

Summary of BAE study on Manpower for war work	Bryan	In preparation
Do you need Additional Farm Help?	Koyer	At printers
Victory Farm Volunteers	Prutchey	At printers
Women's Land Army of U.S. Crop Corps	Bailey	At printers
Meade Workers -- AWI series	Benton	At printers
Discussion Guide on Farm Labor	Johnson	In preparation
AWI-EWT. Flier (Farm Community Effort)	Hancock	In preparation
Farm Labor News Letter	Hancock	In preparation
August Farm Labor Jobs	Hancock	In preparation
How States Are Meeting the Farm Labor Problem	Hancock	In clearance

#### FEATURES

General Statement reporting progress of U. S. Crop Corps	Hancock	In preparation
--	---------	----------------

#### VISUAL

Window Display - These are the Weapons	Bennett-Baldwin	In preparation
Volunteer Land Corps Film	Bennett	In preparation
Poster, Help Harvest	Dill	At printers
Poster, WLA Recruiting	Sill	At printers
Poster, Those Overalls are Your Uniform	Poole	At printers
Slidefilm, training groups of workers	Bennett-Vaughan	In preparation

#### MAGAZINES

Article for October issue OUTDOORS	Hancock	Completed
Article for WAR DAD'S MAGAZINE	Hancock	In preparation

#### FIELD TRIPS

Plans being made to visit all States talk over local labor and other information programs.	Schlup	In preparation
---	--------	----------------

#### ANTI-BLACK MARKETS CAMPAIGN

#### FOR SECRETARY'S ANNUAL REPORT

Summary of Black Market problem and actions taken	Rowell, FDA	In clearance
---	-------------	--------------

#### LEAFLET

"The Farmer Grades His Meat", a practical handbook, with pictures -- for distribution to farmers.	Briggs, FDA	In clearance
--	-------------	--------------

Subject	Assigned	Status
<u>RADIO</u>		
"What's Your Idea" will carry a broadcast on the Civilian Meat Picture - over Mutual Network, July 15, 11:50 - 12:00 EWT	Cick Roberts, FDA	In preparation
"Radio Roundup on Food," July 10 will mention Food Distribution Order #61 which establishes new designation "commercial slaughterer" which will be used in referring to those slaughtering over 2 million pounds per year.	Cohan, FDA	In preparation